

Amendments to the Specification

Please replace the Abstract of the Invention with the following amended Abstract:

A method of providing directed search for a web site address identified via a media channel and a method for creating a database for such directed search are disclosed. A database is created by providing each information provider a plurality of identifier categories, and allowing each information provider to store on the database at least one identifier per applicable category that is associated with the identification of the web site address. A user may search the database and only retrieves a search response by inputting at least one of the identifiers already stored on the database.